Arizona Commission on the Arts

Guide to Grants for Organizations and Schools 2009-2010

Fiscal Year 2010 Grants

Arts Link to Tourism and the Economy

Grant Deadline: Thursday, March 19, 2009

Document Last Updated: Thursday, February 5, 2009

Changes to earlier Guide documents are represented in red.

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OVERVIEW

Cultural tourism is the subset of tourism focused on a destination's culture, especially its arts. Cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It can also include tourism to rural areas; for outdoor festivals, the houses of famous writers and artists, sculpture parks, and landscapes made famous in literature.

Economic Development is the process of developing and maintaining suitable economic, social and political environments, in which balanced growth may be realized, increasing the wealth of the community and improving the economic well being of a community through efforts that entail job creation, job retention, tax base enhancements and quality of life.

Arts Link to Tourism and the Economy (ALTE) grants are accepted annually through our standard grantmaking process. The program aims to support projects that promote a community's artistic resources through economic development and cultural tourism strategies. The Commission plans to award up to 3 grants of up to $10,000 each to rural arts organizations or tribal communities for substantial projects. Collaborative projects between rural economic development or tourism organizations, rural arts organizations and/or tribal communities in Arizona are especially encouraged.

Applicants can verify their eligibility to apply for grants within this area on page 6 of the Overview document.

Letter of Intent
A Letter of Intent to Apply is required for all ALTE applicants. The Letter of Intent must highlight each of these points and must not exceed one page in length. Please note, some of these questions will be asked again within the official EGOR application.
- Describe the project activities, and where and when they will take place
- List the organizational partners included in this project (including a destination marketing organization: chamber of commerce, visitors center, convention and visitors bureau, etc.) and how the project will benefit from their participation
- Explain how tourism and/or economic development are integral to the project
- Describe the artistic focus of the project

Letter of Intent to Apply Postmark Deadline: Friday, March 6, 2009. Send to: ALTE Letter of Intent, Arizona Commission on the Arts, 417 West Roosevelt Street, Phoenix, AZ 85003-1326

FUNDING CRITERIA

The following criteria are the basis for the panel review of all ALTE grant applications and relate to the four narrative sections of the online application:

- **Artistic quality** and creativity of the project
- **Project capacity** of the applicant organization to carry out the project and properly administer funds granted; capacity of the project to succeed given its plan
- **Partnerships, collaboration and sustainability** outlined within the project plan
- **Appropriateness of the applicant organization's budget** to carry out the proposed project

Funding Eligibility Scale for ALTE Grants

If eligible fees are between:	You may request up to:
$1,500-$19,999	50% of Eligible Fees
$20,000 and Above	$10,000

Eligible Fees for ALTE
Grant awards are based upon eligible fees. Eligible fees must be itemized and entered in the correct corresponding budget lines. For specific eligibility information related to this grant area, refer to the chart below.

***NOTE *** Numbered headings correspond to budget lines in the EGOR online application
2. CONTRACTED SERVICES
a)   **Artists including travel/per diem**
Guest artist fees
Guest artist travel expenses (including lodging)
b)   **Consultants/Other Experts including travel/per diem**
Consultant fees (Contracted, not organization staff)
Consultant travel expenses (including lodging)
3. PRODUCTION EXPENSES
Includes stage and space rental, space rental insurance, and sound and lighting equipment
6. MARKETING/ PROMOTION
Includes media ads, graphic design, website maintenance, promotional material and printing costs
7. REMAINING OPERATING EXPENSES
Evaluation Expenses

ADDITIONAL REQUIREMENTS AND INFORMATION

Marketing Plan
Organizations are required to outline the marketing plan for ALTE projects within the EGOR application. In addition, a comprehensive marketing plan for your project must be submitted as supplementary materials to complete your ALTE grant application. This plan should not exceed three pages in length and should detail the project's marketing timeline and efforts to reach identified audiences.

Supplementary Materials
Organizations are required to submit some or all of the following supplementary materials in support of ALTE grant applications. **Supplementary materials will not be returned to the applicant.**

The following materials are REQUIRED and must be <u>uploaded</u> to EGOR:

- Federal Tax Exemption Letter (first-time applicants only). This is a letter from the IRS granting 501(c)3 status to an organization or a designated fiscal agent. It is NOT the letter assigning a Federal Tax ID Number. Public schools and units of government are exempt from this requirement.

- 3 Year Arts Programming List. A list of the previous, current and upcoming years' arts programming (no more than 3 pages). Describe or annotate the program statements to help panelists understand the nature of the organization's programs.

- Current Staff List (or Volunteer List, if your organization is an all-volunteer organization). Please list full name and position, and number of years with organization.

- Marketing Plan. See description, above.

The following materials are OPTIONAL and must be <u>uploaded</u> to EGOR:

- In-Kind Support List. List of in-kind support committed to the project outlined in the application, and from whom.

►Upon completion of the Supplementary Materials Checklist in EGOR, you will generate a Supplementary Materials Cover Page that must be sent with any mailed materials. Mailed materials must be mailed in one envelope and postmarked by the grant deadline.

The following materials are REQUIRED and must be <u>mailed</u> to the Commission offices:

- Fiscal Sponsor Letter of Agreement (if applicable). If using a Fiscal Sponsor, an organization must submit a letter signed by an authorized official of the Fiscal Sponsor organization agreeing to receive any grant funds on behalf of the grantee, distribute them to the grantee organization and maintain appropriate financial records.

The following materials are OPTIONAL and must be <u>mailed</u> to the Commission offices:

- Audio, Video or Visual Materials. The only media the Commission will accept for review are CDs, DVDs or CDR. File types limited to PowerPoint (.ppt) digital images (.jpg) audio (.wav, .mp3, or standard audio file) video in QuickTime format (.mov), Windows Media format (.wmv), Flash (.fla or .flv), or standard DVD file. Limited to only 1 CD, or 1 DVD, or 1 CDR.

  Materials must speak to the artistic quality or service quality of either the proposed project or a recent past project. **Applicants submitting these materials are required to complete the Audio, Video and Visual Materials form** posted on the Commission website along with the Guide to Grants documents, clarifying the relevance of the submitted material to the submitted project proposal as well as to identify and describe work shown in the materials. This form must be mailed with any audio, video or visual materials, in the same envelope as other mailed materials and postmarked by the grant deadline.

- Paper Materials (including brochures, programs, catalogs, flyers, etc.) Limited to 5 examples.

ALTE Grants Do Not Fund
- Organizations and schools that received Commission funding in fiscal year 2008 but failed to file a final report postmarked by November 15, 2008
- Projects sponsored by for-profit organizations
- Projects involving construction of facilities
- Debt reduction
- Food and beverages for receptions and hospitality functions
- Fundraising projects
- Scholarships and awards
- Producing organizations to tour or present themselves
- Regranting
- Indirect costs
- Lobbying expenses
- College or university-sponsored projects not open to the community outside the university setting
- In project grants, staff of the applicant organization
- Any costs other than those delineated in the Guide to Grants and relevant Funding Eligibility Scales

Submitting a Draft
New applicants are strongly encouraged to contact the Commission well in advance of the deadline to discuss proposed project(s). New applicants may request Commission staff review draft applications for feedback. Only complete applications can be submitted as drafts. **Drafts must be submitted through EGOR no later than Friday, March 6, 2009 and applicants must notify the appropriate Commission grant contact of draft submission.** Staff review does not guarantee funding, but can help strengthen an application.

COMPLETING AN ONLINE PROJECT APPLICATION IN EGOR

Application Narrative
Applicants are asked to address the following questions within the application and are required to complete a budget (to address the criterion related to *appropriateness of budget*). In addition, applicants are asked to identify staff, board and project directors, and are asked to identify grant and audience type.

In EGOR, questions require yes/no or short form responses unless a character count is indicated.

Applicants are strongly advised to develop responses to narrative questions using word processing software, to save often, and then to copy and paste completed responses into the EGOR application.

Applicants will be required to answer all questions completely in the text boxes provided. Applicants are advised to assume that the panel reviewing grant applications knows nothing about your community, school, organization or programming.

Review Criterion: Artistic Quality
- Describe the artistic quality and creativity of the project. 500 characters maximum.
- Describe your goals for this project and outline your measures of success, corresponding to your stated goals. Consider your mission when responding to this question. 3000 characters maximum.

Review Criterion: Project Capacity
- Describe your project. 400 characters maximum.
- How will your project enhance economic development and/or tourism in your community? 1600 characters maximum.
- Outline your marketing plan for this project. Note: a comprehensive marketing plan for your project must be submitted as supplementary materials to complete your Arts Link to Tourism and the Economy grant application. 750 characters maximum.

Review Criterion: Partnerships, Collaborations and Sustainability
- List your partners and their roles related to this project. 750 characters maximum.
- Outline the planning process for this project, describing the collaboration between you (the applicant organization) and the project's partners. How will these partnerships be nurtured and maintained for the duration of this project and beyond? 2000 characters maximum.

STAFF CONTACTS

Please contact Mitch Menchaca, Senior Director of Programs at 602-771-6529 or mmenchaca@azarts.gov for questions related to Arts Link to Tourism and the Economy grants.

Please contact Ginny Berryhill, Grants and Information Technology Manager at 602-771-6528 or gberryhill@azarts.gov for questions related to EGOR, the Electronics Grants Online Resource.